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## A comprehensive model to address reproductive health and family planning needs of factory workers in Port Said

Evidence Project

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# A Comprehensive Model to Address Reproductive Health and Family Planning Needs of Factory Workers in Port Said



**Goal:** To increase demand for private family planning/reproductive health (FP/RH) services among young male and female garment factory workers (18–35 years) in Port Said’s Investment Zone.<sup>1</sup>

## Intervention



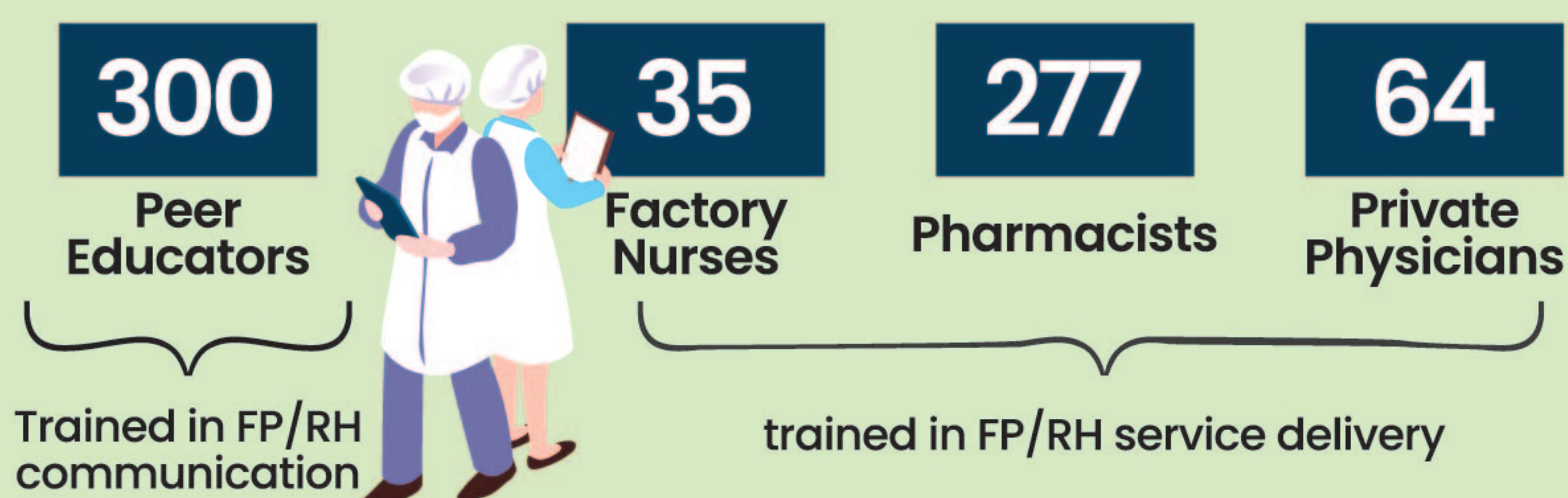
Selected factory workers were trained to serve as peer educators and to provide FP/RH messages to their co-workers (aged 18–35).



Peer educators referred factory workers to the infirmary nurse for additional FP/RH information and counseling.



The infirmary nurse referred workers to trained physicians and pharmacists.



Peer educators disseminated health messages to approximately **22,900** workers through face-to-face communication, social and behavior change communication (SBCC) materials, and social media channels.

<sup>1</sup> Ministry of Youth and Sport in Egypt defines youth as those aged 18–35.



# Participants' Perspectives<sup>2</sup>



“There is a huge need for this type of [FP/RH] information because [factory workers] have several unanswered questions. There were times when I could not keep up with the number of questions.”

(Female peer educator, 22 years old)



“The peer educator gave us messages and we always turned to her whenever we needed any information or advice. For me, it was much easier to ask [the peer educator] than to ask my mother because I consider her to be closer.”

(Female factory worker, 25 years old)



“You see, our time is really limited during our working day. The working hours at the Port Said Free Investment Zone are from 8 AM till 3 PM, and we only get a 30-minute break. So, there isn't enough time to meet and have those discussions, because this can disrupt the workers.”

(Male peer educator, 25 years old)



“You see, it is really hard to disrupt the production line for half an hour due to the nature of work in the factory, so my role was to explain to the general manager and the middle management the benefits of this project to the workers and its positive impact on production as well.”

(Female manager, 38 years old)



## Lessons Learned

Integrating FP/RH information and services within worker health programs in factories is a potentially promising approach for addressing young people's FP/RH needs, but additional research is needed.

Workers' wellbeing programs in factories need to take into consideration time constraints and the mobile nature of factory workers.

Augmenting face-to-face communication with SBCC materials and social media may help peer educators reach more workers.

Factory workers need access to affordable FP/RH services to address increased demand.

<sup>2</sup> To learn more about the effects of the intervention on young people's knowledge, attitudes and practices regarding family planning, please check: Abdel-Tawab, Nahla, Norhan Bader, Elizabeth Tobey, and Aparna Jain. 2020. “Two implementation models of workers' health education programs in Egypt: What works? What doesn't work?” Research Brief. Washington DC: Population Council, The Evidence Project.



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